<u>IN THE CLAIMS</u>

Please amend the following claims which are pending in the present application:

1 - 9.   (Canceled)

10.   (Currently amended)   A method for serving an advertisement on a World Wide Web site <u>to be viewed by a user, the method</u> comprising:

serving a brand component associated with a sponsor on a first Web page;

serving a small form of an advertisement associated with said sponsor on a second Web page; ~~and~~

serving a large form of said advertisement associated with said sponsor on a third Web page<u>; and</u>

<u>serving, for a fixed period of time, a fourth Web page requesting confirmation of a viewing by a user of at least one of said brand component, said small form of said advertisement, and said large form of said advertisement</u>.

11-12. (Cancelled)

13.   (Currently amended)   The method of claim 10, further comprising:

providing an indication of an opportunity to view said large form of said advertisement <u>to the user</u>; and

receiving an indication of a willingness to view said large form of said advertisement <u>from the user</u>.

14-19. (Cancelled)

20.   (Previously presented)   The method of claim 10, wherein said large form of said advertisement is scrolled on the third Web page.

21.   (Cancelled)

22. (Currently amended)   A system for serving an advertisement on a World Wide Web site to be viewed by a user, the system, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

serve a brand component associated with a sponsor in a first Web page;

serve a small form of an advertisement associated with said sponsor in a second Web page; and

serve a large form of said advertisement associated with said sponsor in a third Web page, and

serve, for a fixed period of time, a fourth Web page requesting confirmation of a viewing by a user of at least one of said brand component, said small form of said advertisement, and said large form of said advertisement.

23. (Currently amended)   A tangible computer readable storage medium for use in a server hosting a World Wide Web site, the computer readable medium storing a computer program comprising including instructions for:

providing a brand component associated with a sponsor in a first web page;

providing a small form of an advertisement associated with said sponsor in a second web page;

providing a large form of said advertisement associated with said sponsor in a third web page; and

providing, for a fixed period of time, a fourth Web page requesting confirmation of a viewing by a user of at least one of said brand component, said small form of said advertisement, and said large form of said advertisement; and

serving each of the brand component, the small form of the advertisement, and the large form of the advertisement, and the confirmation of the web site.

24 - 27.   (Cancelled)

28.   (Withdrawn)   A method for serving an advertisement on a World Wide Web site, comprising:

serving a first Web page having a brand component associated with a sponsor; and

serving a second Web page having a first form of an advertisement associated with said sponsor, wherein the second Web page is sized based on the first form of the advertisement and wherein the second Web page is not resizable by a viewer using browser software.

29-31. (Cancelled)

32.   (Withdrawn)   A method for serving an advertisement on a World Wide Web site, comprising:

serving a first Web page having a first form of an advertisement associated with a sponsor; and

serving a second Web page having a second form of said advertisement associated with said sponsor, wherein the second Web page is sized based on the first form of the advertisement and wherein the second Web page is not resizable by a viewer using browser software.

33 - 34.   (Cancelled)

35.   (Withdrawn)   The method of claim 32, wherein said first Web page is configured so that it is displayed full screen when it is displayed on a user device.

36.   (Cancelled)

37.   (Withdrawn)   A method for serving an advertisement on a World Wide Web site, comprising:

serving a first window having a brand component associated with a sponsor; and

serving a second window having a first form of an advertisement associated with said sponsor, wherein the second window is sized based on the first form of the advertisement and wherein the second window has a fixed size.

38-40. (Cancelled)

41.   (Withdrawn)   A method for serving an advertisement on a World Wide Web site, comprising:

serving a first window having a first form of an advertisement associated with a sponsor; and

serving a second window having a second form of said advertisement associated with said sponsor, wherein the second window is sized based on the first form of the advertisement and wherein the second window has a fixed size.

42 - 43.   (Cancelled)

44.   (Withdrawn)   The method of claim 41, wherein said first window is configured to be displayed full screen when it is displayed on a user device.

45.   (Withdrawn)   The method of claim 41, wherein said second window is configured to be displayed full screen when it is displayed on a user device.

46-55. (Cancelled)

56.   (Currently amended)   The method of claim 10, wherein at least one of the following occurs:

said brand component is served ~~displayed~~ for a fixed period of time;

said small form of said advertisement is served ~~displayed~~ for a fixed period of time; and

said large form of said advertisement is served ~~displayed~~ for a fixed period of time.

57.   (Original)   The method of claim 10, further comprising at least one of the following:

receiving an indication of a confirmation of a viewing of at least one of said brand component, said small form of said advertisement, and said large form of said advertisement; and

receiving an indication of a willingness to view at least one of said brand component, said small form of said advertisement, and said large form of said advertisement.